Application for Gold West Country Cooperative Marketing Funds

Please type:

Organization Name(s): **Powell County Museum & Arts Foundation**   Telephone: **406-846-3111**
D/b/a Old Montana Prison Museum Complex
Legal Address: **1106 Main Street**   City: **Deer Lodge**   Zip Code: **59722**

Project Supervisor: **Julia Brewer**   Telephone: **406-846-3111**

Address: **1106 Main Street**   City: **Deer Lodge**   Zip Code: **59722**

Regional President _____Mike Strang_____   Telephone _406 846 0812_

Tourism Region   Gold West Country

Project Title: **Brochure Distribution**

Total Budget for Project (taken from attached detailed budget) **$2827.72**

Percentage of Cooperative Funds Requested: **50%**   Dollar Amount of Cooperative Funds Requested   **$ 1413.86**

Proposed starting and ending dates (maximum 1 year) : From: **April 2012**   To: **February 2013**

Funding Source (Outline in detail sources from which funds are to be provided):

a. Regional/CVB funds	**$ 1413.86 ***
b. Memberships	$_____
c. Advertising Revenue	**$ 1413.86**
d. Cash on Hand	$_____
e. Other (please list)	
1._____	$_____
2._____	$_____
3._____	$_____
TOTAL (should equal total project budget)	**$ 2827.72***

Cooperative Marketing Application

1. **Narrative description of this project. Include how the project is executed.**

   Brochure Distribution
   The Old Montana Prison Complex will use the Certified Folder Display Service, Inc. of 1120 Joshua Way, Vista, California 92081 to distribute 50,000 copies of a standard tri-fold 4 by 9" 6-panel advertising brochure marketing the Old Montana Prison Complex, Deer Lodge, Montana and Grant-Kohrs Ranch National Historic Site, Deer Lodge, Montana.

   The advertising brochure will be distributed to at least *79 locations on a monthly basis during the peak travel time of the 2012 tourism season, beginning on 05/01/12 and ending on 09/30/12.

   *Distribution Area and Number of Locations
   Butte/I-15 & I-90 – 12 seasonal locations
   Glacier Route – 37 seasonal locations
   Helena/Great Falls – 5 seasonal locations
   Missoula/5 Valleys – 12 seasonal locations
   Yellowstone Route – 13 seasonal locations

2. **Anticipated economic benefit of this project (i.e. increased visitation, length of stay, how project will increase appeal of region as a travel destination, etc.)**

   The Old Montana Prison Complex consists of 5 historic museums, The Old Montana Prison, The Montana Auto Museum, Yesterday's Playthings, Frontier Montana and The Powell County Museum. The diversity of museums plus our unique location offers an unusual and appealing experience, right in the heart of Gold West Country

   The anticipated economic benefit of this project is to increase the current basis of visitation by a factor of 8% over the 2011 season level of 32,122 visitors.

   Each of these visitors represents $7.55 per capita in increased revenue from gate receipts and gift shop spending to the Old Montana Prison Museum Complex. This revenue supports 5 full-time employment positions throughout the year and supplements an additional 8 part-time employment positions during the period of May 15th through September 15th.

   The visitors purchase food, fuel and lodging in Deer Lodge and the surrounding area to support commerce during these same months. Visitors are referred to other attractions and businesses in Gold West Country by our staff, from their initial point of contact.

   Name recognition from the brochure - The Old Montana Prison was featured on The Discovery Channel's "Ghost Lab" in December of 2010. In March of 2012, the Old Montana Prison will be featured in a pilot program about extreme metal detecting on the *National Geographic Channel.* This airing will provide nationwide exposure of The Old Montana Prison as well as Deer Lodge, Montana and Gold West Country.

3. Target market for this project.

The primary target markets for the folder distribution effort are the Glacier gateway into Montana from the north and the Yellowstone gateway into Montana from the south. These two entry gateways account for a total of 50 locations for brochure distribution out of the contracted 79 locations. The remaining locations are located along the I-90 and I-15 corridors, which converge in the center of Gold West Country near Butte. The other primary target markets are tourism related businesses in Southwest Montana that do not utilize Certified Folder Displays such local businesses, gas stations, campgrounds, motel/hotels, restaurants and shopping venues. Tour bus companies and special interest groups (such as car clubs, schools and service orientated groups) are a targeted to receive our brochure.

4. Method of Project Evaluation

The Old Montana Prison Museum captures market data with a state of the art point of sale system, which accurately records visitor numbers and daily traffic. That system data is supported by visitor registration information, which is also captured on a daily basis.

We evaluate the seasonal visitation numbers on a monthly basis to evaluate the effectiveness of our marketing and advertising efforts.

REGION/CVB PROJECT BUDGET
PROJECT NAME

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	$0	+	$0	=	$0
	$0	+	$0	=	$0
	$0	+	$0	=	$0
	$0	+	$0	=	$0
	$0	+	$0	=	$0
	$0	+	$0	=	$0
	$0	+	$0	=	$0
TOTAL			$0		$0
MARKETING/ADVERTISING:					
Brochure Re-printing	$0	+	$0	=	$0
Brochure Distribution	$1413.86	+	$1413.86	=	$2827.72
	$0	+	$0	=	$0
TOTAL			$0		
TRAVEL:					
Personal Car	$0	+	$0	=	$0
Commercial Transportation	$0	+	$0	=	$0
Meals	$0	+	$0	=	$0
Lodging	$0	+	$0	=	$0
Vehicle Rental	$0	+	$0	=	$0
TOTAL			$0		$0
OTHER:					
		+	$0	=	
		+	$0	=	
		+	$0	=	
		+	$0	=	
		+	$0	=	
		+	$0	=	
		+	$0	=	
		+	$0	=	
		+	$0	=	
	$0	+	$0	=	
TOTAL					

| **REGION/CVB PROJECT** | | |
| **TOTAL** | | |

2012
Old Montana Prison Complex Business Plan
Certified Folders Display Service

Distribution Area	# of locations	Monthly Fee	# of Months	Total Cost
Butte/I-15 & I-90	12	$122.00	3	$366.00
Glacier Route	37	$169.65	3	$508.95
Helena/Great Falls	5	$193.80	3	$581.40
Missoula/5 Valleys	12	$175.75	3	$527.25
Yellowstone Route	13	$218.00	5	$1090.00
			Total Cost	$3073.60
			Prepayment Discount of 8%	-$245.88
			Total Cost of Distribution	$2827.72

(See attached rate sheet from Certified Folders)